



WUPW

ORDER

Print Date 05/30/12 Page 1 of 2

Flight Dates 05/24/12-05/31/12

Contract / Revision 769560 /

Original Date / Revision

05/16/12 05/16/12

Advertiser Crossroads GPS

Agency Crossroads Media

Buying Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Primary Account Executive
Anjie Brady

Account Executive	Order%	Start Date	End Date
Anjie Brady	100%		

Product

Crossroads GPS

Agency Com 15%

Billing Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Sales Office P-PHI

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 551

Alt Order # 6815950

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P15

Advertiser Ref

Order Share %	Market Value
Competing Station	% of Order
ETOL	%
TTWB	%
WGTE	%
WLMB	%
WNWO	%
WTOL	%
WTVG	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
May 2012	5	\$327.25	\$385.00	0.00	04/30/12	05/27/12	5	\$327.25	\$385.00
June 2012	6	\$476.00	\$560.00	0.00	05/28/12	05/31/12	6	\$476.00	\$560.00
Totals	11	\$803.25	\$945.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WUPW	05/27/12	05/27/12	FOX News Sunday Fox News Sunday	Comm	Fox News Sunday	-----1	:30	1	\$50.00	P 1	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/12	05/27/12	-----1		1				\$50.00		0.00			
E 2	WUPW	05/25/12	05/25/12	Maury 10-11a M-F Maury	Comm	M-F 10-11 AM	----1--	:30	1	\$50.00	P 4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/12	05/27/12	----1--		1				\$50.00		0.00			
E 3	WUPW	05/29/12	05/29/12	Maury 10-11a M-F Maury	Comm	M-F 10-11 AM	-1-----	:30	1	\$50.00	P 4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	-1-----		1				\$50.00		0.00			
E 4	WUPW	05/25/12	05/25/12	People's Court 3-4p M-F The People's Court	Comm	M-F 3-4 PM	----1--	:30	1	\$50.00	P 4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



Hiatus Dates

Order Sep 00:15:00

Estimate # 551

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WUPW	05/25/12	05/25/12	People's Court 3-4p M-FComm The People's Court	M-F	3-4 PM	----1--	:30	1	\$50.00	P 4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	05/21/12	05/27/12	----1--					1	\$50.00		0.00			
E 5	WUPW	05/29/12	05/29/12	People's Court 3-4p M-FComm The People's Court	M-F	3-4 PM	-1-----	:30	1	\$50.00	P 4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	05/28/12	06/03/12	-1-----					1	\$50.00		0.00			
E 6	WUPW	05/31/12	05/31/12	People's Court 3-4p M-FComm The People's Court	M-F	3-4 PM	---1---	:30	1	\$50.00	P 4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	05/28/12	06/03/12	---1---					1	\$50.00		0.00			
E 7	WUPW	05/24/12	05/24/12	Late News M-F Fox Toledo News at 10PM	Comm	10-11p	---1---	:30	1	\$175.00	P 5	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	05/21/12	05/27/12	---1---					1	\$175.00		0.00			
E 8	WUPW	05/28/12	05/28/12	Late News M-F Fox Toledo News at 10PM	Comm	10-11p	1-----	:30	1	\$175.00	P 5	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	05/28/12	06/03/12	1-----					1	\$175.00		0.00			
E 9	WUPW	05/30/12	05/30/12	Late News M-F Fox Toledo News at 10PM	Comm	10-11p	--1----	:30	1	\$175.00	P 5	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	05/28/12	06/03/12	--1----					1	\$175.00		0.00			
E 10	WUPW	05/25/12	05/25/12	Seinfeld - A 11-1130p M-FComm Seinfeld	M-F	11-1130p	----1--	:30	1	\$60.00	P 6	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	05/21/12	05/27/12	----1--					1	\$60.00		0.00			
E 11	WUPW	05/29/12	05/29/12	Seinfeld - A 11-1130p M-FComm Seinfeld	M-F	11-1130p	-1-----	:30	1	\$60.00	P 6	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	05/28/12	06/03/12	-1-----					1	\$60.00		0.00			
Totals														11	\$945.00